

PROJECT TITLE : INGREDIENT AND FLAVOUR DEVELOPMENT  
PERIOD COVERED : MAY 25 - JUNE 25 1981  
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335 / LOLITA

Objective

Development of new flavouring ingredients to improve the taste of the present brand.

Summary

Two versions are currently being market tested. The results are not yet available.

365 / BARBARA

Objective

Development of a full-flavour American blend cigarette for Germany.

Summary

Prototype 41 is currently being market tested. The results are not yet available.

208 / TENNIS

Objective

Fine tuning of the taste towards sweetness.

Summary

Version N (prototype 52) containing EBC 18, EPC 3 and EAC 79 has been accepted by Panel A. This prototype will be further tested in a blind test (Panel A) and then in a mail-out test (Panel D).

Objective

Reduction in the ingredients in the Burley casing without significantly changing the taste.

Description

The trials were made on normal Swiss Marlboro cigarettes on which only the Burley casing was changed.

- 1P 30% reduction in all ingredients except water
- 2P 50% reduction in all ingredients except water
  
- 3P replacement of COCHISE by 4.30 kg of C7  
(standard recipe for other ingredients)
- 4P replacement of COCHISE by 3.20 kg of C7  
(standard recipe for other ingredients)
- 5P replacement of COCHISE by 5.37 kg of C7  
(standard recipe for other ingredients)
- 6P replacement of 80 kg C2 by 80 kg C14  
(standard recipe for other ingredients)
- 7P replacement of 80 kg C2 by 100 kg C14  
(standard recipe for other ingredients)
- 8P replacement of 80 kg C2 by 60 kg C14  
(standard recipe for other ingredients).

Summary

Prototypes 1P and 2P were smoked in a duo-trio test (Panel Delta) by 9-10 smokers. The results are as follows: the cigarette with 50% reduction in burley casing was significantly different from the control, with a probability of 95 and 97.5% (t-test).

With the 30% reduction in burley casing, the panelists could not recognize the control as the difference between the control cigarette and the cigarette with 70% burley casing was greater or equal to the difference between two control cigarettes.

The eight prototypes produced were smoked by Panel A and the results are as follows:

- 1P is the more acceptable cigarette but the taste is too close to Burley, too raw, too irritating and not in line with MLF.
- 2P is a low quality cigarette with the same characteristics as prototype 1, but more accentuated.
- 3P is irritating, covering the mouth, not clear and not in line with MLF.
- 4P is irritating, covering the mouth, not clear and not in line with MLF.
- 5P is the more acceptable prototype of this series, more pleasant but too much on the sweet side.
- 6P is not clean, not open and not in line with MLF.
- 7P is comparable to prototype 6P but sweeter. Not in line with MLF.
- 8P has taste characteristics that are not bad, but it is significantly different from MLF. (1)

#### Follow-up

Panel A suggested producing some tobacco batches in which only the US Burley would be treated with the same application of casing as usual.

The Burley substitutes will be blended with the bright tobacco receiving only the precutting solution.

#### 401 / STEM

##### Objective

To improve the taste and quality of the stems.

##### Summary

The development will first be done on a flue-cured stem blend, the same as that used for the ATLANTIC trials. One batch of stems has been sprayed with ESTC-1 containing SFC 204 (LTR casing for project Keegan) received from Richmond.

The second batch has been sprayed with ESTC-2 containing SFC-AC-3 (stem casing) also received from Richmond.

Follow-up

100% stem cigarettes will be made and evaluated as soon as the moisture equilibrates at an acceptable level.

Reference

1. Krasna-B. Letter to Fatton-J.-P. re Panel Delta taste evaluation of BUCA project, June 23 1981.

JP Falla

JPF/nod/JUNE 30 1981

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